

MEDIA RELEASE

Home Reference Book Partnership Pricing for Horizon Users New Marketing Tool helps Home Inspectors to Build & Grow their Business

Toronto (March 20, 2012) Carson Dunlop announced the launch of a new partnership pricing program for their soft cover Home Reference Book to home inspectors who use the Horizon report writing system. The new program provides Horizon home inspection clients an opportunity to purchase the Home Reference Book at a preferred price.

The soft cover Home Reference Book is a marketing tool to help home inspectors build and grow their business. The Home Reference Book is an easy-to-use manual with over 450 informative pages and 550 colour illustrations to help clients understand how their home works.

"Providing our Horizon clients with a new marketing tool is one of the many value-adds we provide to our clients, commented Brian Bell Vice President of Sales and Marketing at Carson Dunlop. We launched the use of the Home Reference Book to our home inspection clients in January 2012 and the response has been very favourable with more than 98% of our real estate partners stating the reference book created value for their clients."

"Providing our clients with a Horizon Report and the Home Reference Book has given them the best of both worlds." commented James Dobney, President of James Dobney Inspections. "Home Buyers appreciate the convenience and completeness of the electronic Horizon report and everyone loves the look and feel of the Home Reference Book. The combination of the two has received unanimous approval from our clients, their realtors and our inspectors. It's been very good for business."

To learn more about the Home Reference Book and Horizon, visit www.carsondunlop.com/report-writing

About Carson Dunlop

Carson, Dunlop & Associates Ltd. has been a leading Consulting Engineering Firm devoted to building inspection since 1978. They are one of the largest independent home inspection companies in North America that leverages their extensive technical knowledge across six integrated business lines - Home Inspection, Commercial Inspection, Report Writing, Energy Audits, Home Inspector Training and Continuing Education.

About Carson Dunlop Report Writing

Carson Dunlop launched their first report writing solution – The Home Reference Book in 1989. It has become an industry standard with the 25th edition now in print and sold throughout North America. In 2005, Carson Dunlop introduced HORIZON, the first truly web-based reporting system that has revolutionized home inspection report writing by making the process Simple, Fast and Secure. Horizon is an industry leading report writing software used by many of the top home inspectors in North America.

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